NOVEMBER/DECEMBER 2025

23PECM34A — STRATEGIC MANAGEMENT

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What do you understand by Strategic Intent?
2. Give the meaning of objectives.
3. Write a note on Strategic Planning.
4. What is SWOT?
5. Define operational Strategy.
6. What is meant by Human Resource Strategy?
7. State the meaning of Strategic Leadership.
8. Write a note on mergers.
9. What is strategic choice?
10. Write a note on localization concept.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Describe about retrenchment strategies.

Or

(b) Write a note on external environment.

12. (a) List down the benefits of corporate governance.

Or

(b) Discuss the significance of strategic alliance.

13. (a) Bring out the concept of portfolio analysis.

Or

(b) Point out the significance of marketing Strategy.

14. (a) Write about organization structure.

Or

(b) Briefly explain about strategic business units.

15. (a) Write the benefits of Strategic Audit.

Or

(b) Give the role of strategic choice.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain about the strategic levels in organizations.

17. Narrate about components of Situation Analysis.

18. Discuss in detail Michael Porters Generic Strategy.

19. Compare and Contrast Entrepreneur and Intrapreneurs.

20. Elaborate the contemporary practices in Strategic Management.

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